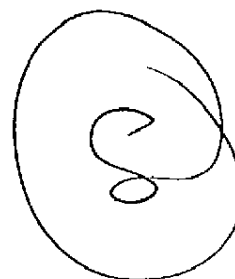


RJ REYNOLDS

TOBACCO COMPANY



J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-4179
Fax (716) 634-3145

June 11, 1997

S. MacLeod

7-11 / WINSTON B2G2F LIGHTERS / PROMOTION #700649

As information, Dave Keeney checked with 7-11 Corporate (via J. Morris) regarding the above promotion and was informed that 7-11 locations will accept this promotion based on individual store acceptance. Dave was advised that our sales personnel will need to conduct store surveys to determine participation due to the fact that 7-11 has ongoing inhouse lighter promotions.

How should this be handled?

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: D. Keeney

51845 5976

N31 - BPEN31S1 WORKPLAN PROGRAMS QUANTITIES 18 OF 38 06/11/97 - 11:11:44.2

Terr Acct Name City VAP Chn Sugg Revised Error Message

162207	776852	7-11	#19886	NAZARETH	Y	Y	1	1	
162210	179189	7-11	#15496	MIDDLETOWN	Y	Y	1	1	
162210	576432	7-11	#15471	MIDDLETOWN	Y	Y	1	1	
162307	653647	7-11	#19389	MONSEY	Y	Y	1	1	
162307	769788	7-11	#21450	SUFFERN	Y	Y	1	1	
162307	770347	7-11	#24817	SPRING VAL	Y	Y	1	1	
162308	179227	7-11	#17765	WAPPINGERS	Y	Y	1	1	
162308	320471	7-11	#11467	POUGHKEEPS	Y	Y	1	1	
162308	653625	7-11	#25393	WAPPINGERS	Y	Y	1	1	
162308	697361	7-11	#18249	POUGHKEEPS	Y	Y	1	1	
162309	179813	7-11	#15528	GARNERVILL	Y	Y	1	1	
162309	520642	7-11	#26784	YORKTOWN H	Y	Y	1	1	
162601	397275	7-11	#11270	TONAWANDA	Y	Y	1	1	
162601	398087	7-11	#16725	LOCKPORT	Y	Y	1	1	
162601	398753	7-11	#18546	TONAWANDA	Y	Y	1	1	
162602	268764	7-11	#11277	ROCHESTER	Y	Y	2	1	
162602	544627	7-11	#11269	CHEEKTOWAG	Y	Y	1	1	
162602	654775	7-11	#11278	BULLS HEAD	Y	Y	1	1	

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---

Quit Retrn QTY UPDT SRCH BKWD FRWD TOTL

Lgoff

*Winston
Lighters*

51845 5977

Terr	Acct	Name	City	VAP	Chn	Sugg	Revised	Error	Message
162603	397314	7-11 #11265	ORCHARD PA	Y	Y	1	1		
162603	397377	7-11 #17385	ORCHARD PA	Y	Y	1	1		
162603	598995	7-11 #18035	WEST SENECA	Y	Y	1	1		
162603	626752	7-11 #11274	CHEEKTOWAG	Y	Y	1	1		
162603	732871	7-11 #11260	DEPEW	Y	Y	1	1		
162603	764675	7-11 #19112	ORCHARD PA	Y	Y	1	1		
162604	268713	7-11 #24809	ROCHESTER	Y	Y	2	1		
162604	268720	7-11 #11279	HENRIETTA	Y	Y	2	1		
162604	568774	7-11 #23893	ROCHESTER	Y	Y	1	1		
162604	587842	7-11 #21337	PENFIELD	Y	Y	1	1		
162604	763221	7-11 #21412	ROCHESTER	Y	Y	1	1		
162604	763477	7-11 #22653 (F)	ROCHESTER	Y	Y	1	1		
162604	763651	7-11 #24058	ROCHESTER	Y	Y	1	1		
162605	763667	7-11 #21962	FAIRPORT	Y	Y	1	1		
163802	042747	7-11 #24229	NASHUA	Y	Y	1	1		
163802	643656	7-11 #24433	NASHUA	Y	Y	1	1		
163802	754887	7-11 #19555	NASHUA	Y	Y	2	1		
163802	755230	7-11 #30290	NASHUA	Y	Y	3	1		

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
 Quit Retrn QTY UPDT SRCH BKWD FRWD TOTL Lgoff

N31 - BPEN31S1 WORKPLAN PROGRAMS QUANTITIES 38 OF 38 06/11/97 - 11:12:05.0

Terr Acct Name City VAP Chn Sugg Revised Error Message

Terr	Acct	Name	City	VAP	Chn	Sugg	Revised	Error Message
163805	701001	7-11 #30292	LONDONDERR	Y	Y	1	1	
163807	104246	7-11 #16153	MERRIMACK	Y	Y	2	1	

1
1
1
1
2
2
1
1
1
1
1
1
1
1
2
3

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Quit Retrn QTY UPDT SRCH BKWD FRWD TOTL Lgoff

51845 5979